Technical Writing for Success 4th edition WorthingtonSue Test Bank

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Chapter 2 - Audience and Purpose

TRUE/FALSE

1. A group's demographics include information about age, sex, and income, for example.

   ANS: T PTS: 1

   Objective ID: TCWR.SMWO.19.2-1 Description: Determine how to meet the needs of a specific audience and a multiple audience

2. Both a specific audience and a multiple audience have the same point of view.

   ANS: F PTS: 1

   Objective ID: TCWR.SMWO.19.2-1 Description: Determine how to meet the needs of a specific audience and a multiple audience

3. The use of jargon may not be an effective means of communication.

   ANS: T PTS: 1

   Objective ID: TCWR.SMWO.19.2-1 Description: Determine how to meet the needs of a specific audience and a multiple audience

4. When technical writers are deciding which data to focus on, they should divide their audience into two groups: primary audience and general audience.

   ANS: F PTS: 1

   Objective ID: TCWR.SMWO.19.2-1 Description: Determine how to meet the needs of a specific audience and a multiple audience

5. Scope is important because it helps technical writers determine what information to include about a topic.

   ANS: T PTS: 1

   Objective ID: TCWR.SMWO.19.2-2 Description: Plan a document's purpose, scope, and medium

MATCHING

Match each term with the correct statement.

a. decision
b. role
c. multiple
d. jargon
f. knowledge level
g. cultural background
h. specific
i. interest

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e. personality
j. format

1. Adjust to _____ by understanding how culture affects the readers' beliefs and decisions. Learn about the readers' culture and try to adhere to those norms.
2. Adjust to _____ by choosing the correct document arrangement and following company guidelines for style.
3. Adjust to _____ by adding or deleting information, using glossaries, adjusting use of technical language, and presenting information in graphics.
4. Adjust to _____ by trying to appeal to common interests or by creating interest where there is none.
5. Adjust to _____ by using proper tone and providing the right amount of information. Consider whether the readers require more details or more general information.
6. Adjust to _____ with information the person or group needs and the appropriate tone for each function.
7. A(n) _____ audience is one person or group whose point of view is the same.
8. A(n) _____ audience refers to several readers who have different points of view.
9. The needs and wants of the audience dictate every _____ a writer makes.
10. The highly specialized language of a discipline or technical field is known as _____.

1. ANS: G PTS: 1
2. ANS: J PTS: 1
3. ANS: F PTS: 1
4. ANS: I PTS: 1
5. ANS: E PTS: 1
6. ANS: B PTS: 1
7. ANS: H PTS: 1
8. ANS: C PTS: 1
9. ANS: A PTS: 1
10. ANS: D PTS: 1

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